COM5338- FALL 2008
FUNCTIONAL SPECIFICATION DOCUMENT

Florida State University
CENTER FOR HISPANIC MARKETING COMMUNICATION WEBSITE
hmc.comm.fsu.edu

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Center for Hispanic Marketing Communication Website
hmc.comm.fsu.edu

1. **Title summary**: explains the subject, genre, audience, content, features, functional controls, look and feel, and structure of the product.

    1. *Product Description*

        The Center for Hispanic Marketing website will contain resources for students and professionals. It will provide an overview of the Center's purpose, goals, vision and mission. There are also pictures and profiles for the Center staff as well as of the contributing Advisory Board members. Information about the Center's courses, programs, and alumni are featured on the website. Other key resources available on the Center website include published reports, presentations, articles, and a recommended list of external links.

    2. *Target Audience*

        - The primary target audience for the Center for Hispanic Marketing Communication is students at FSU interested in pursuing careers in this field or learning more about the subject. Since the Hispanic Marketing Communication course has sections available both online and in a traditional format, the students for this class are both on and off campus. They will be males and females typically between the ages of 18-24.

        - Many of these students are likely to be of Hispanic descent or those interested in finding out about how to market to Hispanics, which are currently the largest and fastest-growing minority group in the U.S. The Center also recruits students with majors such as Communication, Marketing, Business, Spanish, or Latin American/Caribbean studies.

        - The secondary target audience is professionals that are either currently working in the area of Hispanic Marketing or want to gain knowledge about the topic. This group will include both male and females in the workforce that are older than 24. Professionals are able to take the online Hispanic Marketing Communication course, so links to registration information need to be prominently displayed on the website.

        - By using the Google Analytics service to study the current Center for Hispanic Marketing Communication website, specific demographic information about the target audience users was determined. As would be expected, the majority (305 out of 350 visits in the past month) are from the U.S. and specifically from Tallahassee (106

visits). Although 29 other countries have recently visited the website, these visits have been few (1-5).

- Within the U.S., it is no coincidence that the top states visiting the Center's website have the highest Hispanic populations. These include *Florida* (141 visits), *California* (21 visits), *Texas* (17 visits), *New York* (17 visits), and *New Jersey* (11 visits). Other than *Tallahassee,* the top cities visiting are also predominantly Hispanic including *New York* (12 visits), *Miami* (10 visits), *Austin* (6 visits), and *San Diego* (5 visits).

3. *Product Design* (Title features & Screen Stucture)

All of the content from the previous Center website (hmc.comm.fsu.edu) was reviewed and organized into seven new main categories. The left hand navigation bar will have the following links: *About the Center, Advisory Board, Courses and Programs, Publications, Alumni, Support the Center*, and *External Resources.* When the user's mouse rolls over a main category link, a drop down list of sub-links will appear. There are also quick links located on the top right-hand side of the website directing users to recommended external resources and the site's most popular pages.

- The *About the Center* category will contain the sub-links: *Vision and Mission, Meet the Staff, Center News, Upcoming Events,* and *Contact Us*.

- The *Advisory Board* link will have pictures and brief biographies of the contributing members.

- The *Courses and Programs* link will list the courses and programs of study offered by the Center. The programs include the FSU Undergraduate Minor and
- Graduate Certificate in Hispanic Marketing Communication.

- The *Publications* link will contain reports, presentations, and articles that have been published by the Center.

- The *Alumni* link lists students who have completed the Undergraduate Minor and the Graduate Certificate. There will also be a section under the Alumni category featuring success stories of FSU graduates who have successfully completed the Center's programs and currently work in the Hispanic Marketing field.

- The *Support the Center* link contains information for how you can contribute to the Center and will also mention who has already contributed.

- The *External Resources* link includes links to recommended external sites related to the subject of Hispanic Marketing.

Functional Specification for the

Center for Hispanic Marketing Communication Website
hmc.comm.fsu.edu

2. **Introduction:** high level overview, structure, global conventions, software issues, equipment platform requirements,…product-wide considerations.

1. *Structure*
   a. Node map (detailed)
   b. Details of structural description
2. *Conventions*
   a. Global Conventions
      i. Screen layouts
      ii. Recurrent buttons/functions
      iii. Function keys
      iv. Button states
      v. Cursor states or behaviors
   b. Software or tech conventions
      i. Installation
      ii. Loading
      iii. Palette
      iv. Minimum hardware requirements

3. **Navigation and user interface/ node description**

Node descriptions: full description of each node in the title. Assign #(chapter #) to each node.
1. Brief node summary

   - requirements of each node (audio/visual)
   - which are interactive, which are linear
   - user's navigation between nodes
   - other functional devices
   - software events

2. Screen Design
3. Sounds/animation/video
4. Interaction

   Cursor Appearance and Functionality

The cursor will have two states when being used for Navigation purposes. It will appear as a hand with pointing finger when rolling over active links and as an arrow the rest of the time.

5. System response
6. Assets

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Center for Hispanic Marketing Communication Homepage

About the Center	Advisory Board Profiles & Pics	Course & Program Info.	Research Publication Downloads	Affiliate Faculty Info.	Support the Center	External Resource Links

Vision & Mission Statement

Contact Us Form and Information

Who Has Helped Us

How You Can Help Us

Windows	Minimum Requirements	Recommended ✔
Internet Connection*:	Cable or DSL	Cable or DSL
Operating System:	2000, XP, or Vista	XP or Vista
Computer Processor:	800 MHz Pentium III or Athlon, or better	1.5 GHz (XP), 2-GHz (Vista) 32-bit (x86) or better
Computer Memory:	512 MB or more	1 GB or more
Screen Resolution:	1024x768 pixels	1024x768 pixels or higher
Graphics Card for XP/2000**:	• NVIDIA GeForce 2, GeForce 4 MX or better • **OR** ATI Radeon 8500, 9250 or better • **OR** Intel 945 chipset	**NVIDIA Graphics cards** 6000 Series: • 6600, 6700, 6800 7000 Series: • 7600, 7800, 7900 8000 Series: • 8500, 8600, 8800 GeForce Go Series: • 7600, 7800, 7900 **ATI Graphics Cards** • X800, X900, X1600, X1700, X1800, X1900 • x2600, x2900 • x3650, x3850
Graphics Card for Vista (requires latest drivers)**:	• NVIDIA GeForce 6600 or better • **OR** ATI Radeon 9500 or better • **OR** Intel 945 chipset	**NVIDIA Graphics cards** 7000 Series: • 7600, 7800, 7900 8000 Series: • 8500, 8600, 8800 GeForce Go Series: • 7600, 7800, 7900 **ATI Graphics Cards** • X1600, X1700, X1800, X1900 • x2600, x2900 • x3650, x3850